



Intercollegiate Broadcasting System, Inc.

SALES DEPARTMENT

Bethlehem, Pennsylvania 18015

ROBERT I. FREEDMAN
SALES MANAGER

215 - 867-0121

*Mail attached
Jews to*

May 1, 1967

Dear Station Manager:

During the past year IBS has received requests concerning the rates of certain member stations from several promotion and advertising agencies. Some of these people may have contacted you directly, while others have lost interest. However, the fact remains that from time to time we do get requests for station rates!

In dealing with these advertisers it must be remembered that they know little or nothing about college radio. In particular they are interested in which schools have facilities, and what their rates are. Some agencies are interested in the national picture, others within a region, and others with those schools noted for their strong curriculum in a particular area.

As you are aware, IBS Sales does not have the facilities to actively solicit advertising for you. However, we can convey your station's data to interested advertisers. All agencies would prefer to get their sales information from a single source (IBS) rather than try to discover where college stations are located, and their rates.

Therefore, College Radio Standard Rate & Data is designed to help your station. This service costs you absolutely nothing, and is available only to IBS members. It is not a promise of instant advertising success, but it is a necessary tool to work with advertising agencies on a national and regional level.

(Please return your Data sheet promptly.)

Sincerely,

Bob Freedman